

REMARKS

In view of the foregoing amendments and the following remarks, reconsideration of pending Claims 1-19 and 21-24 is respectfully requested.

Claims 1-19 and 21-24 stand rejected under 35 U.S.C. 102(b) as being anticipated by Levine, U.S. Patent No. 6,385,590.

Claim 1 as amended is believed to clearly define over Levine. Applicant claims in Claim 1 a browser interface that allows an operator to enter or change parameters that specify which articles or online content are to be reconstructed, and further display the reconstructed portion. Support for Applicant's amendment is found in the Applicant's specification on page 15 line 3 – page 16 line 14. In contrast, Levine only teaches storing parameters in a database where an effectiveness score is then calculated, which is not a reconstruction, or a reconstruction of visual stimuli.. Further, the stored data of Levine is not displayed. Accordingly, Claim 1 is believed to be allowable over the cited prior art, and a notice to this effect is respectfully requested.

Claim 9 as amended is believed to now define over Levine in view of Rapaport. Applicant claims in Claim 9 a browser interface that allows an operator to enter or change parameters that specify which articles or online content are to be reconstructed. Support for Applicant's amendment is found in the Applicant's specification on page 15 line 3 – page 16 line 14. Levine in view of Rapaport fails to suggest such a browser interface.

Claims 19, 21, and 24 as amended now clearly define over Levine. Support for Applicant's amendment is found in the Applicant's specification on page 15 line 3 – page 16 line 14. Applicant submits that Levine fails to teach or suggest a browser interface, as claimed, that receives visual stimuli and related data, displays visual stimuli to the user, reconstructs visual

stimuli, and then displays reconstructed visual stimuli. Rather, Levine teaches a method and system of analyzing a stimulus with respect to attitudinal and/or behavioral questions regarding the stimulus. Accordingly, Claims 19, 21, and 24 are believed to be allowable over the cited prior art as well.

Claims 8 and 22-23 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Levine, U.S. Patent No. 6,385,590 in view of Rapaport et al., U.S. Patent No. 5,890,152.

Claim 8 as amended is believed to limit the Examiner's interpretation of the claim from being broader than intended, and is believed to now clearly define over Levine in view of Rapaport. Support for Applicant's amendment is found in the Applicant's specification on page 15 line 3 – page 16 line 14. Applicant submits that Levine in view of Rapaport fails to teach or suggest the claimed browser interface that allows an operator to enter or change parameters that specify which articles or online content are to be reconstructed. Accordingly, Claim 8 is believed to be allowable over the cited prior art.

Claim 23 as amended is believed to clearly define over Levine in view of Rapaport. Support for Applicant's amendment is found in the Applicant's specification on page 15 line 3 – page 16 line 14. Applicant submits that Levine in view of Rapaport fails to teach or suggest the claimed browser interface that receives visual stimuli and related data, displays visual stimuli to the user, reconstructs visual stimuli, and then displays reconstructed visual stimuli. Accordingly, Claim 23 is believed to be allowable over the cited prior art as well.

A Three month Extension of Time is included herewith along with the RCE fee, no additional fees are believed due, however, the Commissioner is authorized to debit Deposit Account No. 50-1752 for any additional fees that may be due.

If the Examiner has any other matters which remain, the Examiner is encouraged to contact the undersigned attorney to resolve these matters by Examiner's amendment where possible.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'R. Klinger', with a stylized, cursive script.

Robert C. Klinger
Registration No. 34,365

Please send all correspondences regarding this matter to:

Jackson Walker L.L.P.
901 Main Street, Suite 6000
Dallas, Texas 75202
Att: Robert Klinger
214.953.6000 (Office)
214.953.5822 (Fax)